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## **New trends in Marketing due to the growth of Internet usage**

## **Nuevas tendencias en Marketing debido al auge de Internet**

## **Novas tendências em marketing por causa do auge da Internet**

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## Abstract

The use of Internet has changed considerably the marketing practice. In this article the authors carry on a literature review to analyse the factors involved in the process and also the advantages, challenges and opportunities of this technology from a marketing perspective.

**Keywords:** Internet, Marketing, Digital Communication, Consumer Behaviour, Technology, Internet Divide

## Resumen

El uso de Internet ha traído cambios considerables para la práctica del Marketing. Este artículo lleva a cabo una revisión bibliográfica donde se analizan los factores que están relacionados con el proceso de cambio así como las ventajas, desafíos y oportunidades que ofrece esta nueva tecnología desde una perspectiva del Marketing.

**Palabras clave:** Internet, Marketing, Comunicación digital, Conducta del consumidor, Tecnología, División Digital

## Resumo

O uso da Internet trouxe mudanças consideráveis para a prática do Marketing. Este artigo realiza uma revisão bibliográfica onde se analisam os fatores que estão relacionados com o processo de mudança assim como as vantagens, desafios e oportunidades oferecidas por esta nova tecnologia a partir de uma perspectiva de Marketing.

**Palavras-chave:** Internet, Marketing, Comunicação Digital, Comportamento do Consumidor, Tecnologia, Divisão Digital

## Introduction

The Internet is expected to be a significant conduit for marketing and circulation of products and facilities. Plus the cost reduction of the Internet and the suitability for clients, with the Internet marketers can extend to a comprehensive purchaser base, find board clients, detect their requirements and interconnect with them at a comparatively little charge. The Internet offers a chance for market challenging as well.

Growing digitalization will create it increasingly informal to practically change specific features of a corporate and rapidly perceive in what way clients answer back according to their needs (Wyner, 2000). Besides, Internet marketing is instead delineated by Chaffey, Ellis-Chadwick, Mayer and Johnston by way of "reaching marketing purposes over applying digital technologies" (2009, p. 8) thus, to elucidate that, what

decides the deal in Internet marketing is the consequences that is provided by the technology rather only the implementation of technology.

In this article the authors will carry on a literature review on this area to analyse how does the growth of the Internet alter understanding and application of marketing practice.

## **The advantages of Internet Marketing**

According to Mary Roberts and Debra Zahay (2016), the Internet transmits a massive range of data means and facilities; greatest of them are the inter-linked hypertext official papers of the Worldwide Web and the groundwork to upkeep emails. First of all, Internet is continuously available environment which indicates 24 hours a day, all over the time (Wellman, Jeffrey & Wenhong, 2002). Grounded on this exclusive benefit, individuals can link to the Internet and have the skill to pursuit for the goods or data that they require at any time. Likewise, businesses can examine for the information in the world over that ensure Internet.

Customers as such could feel extra easy and appropriate and fascinate additional trades than online promoting. Moreover, the Internet similarly can act by means of a communication network. In the Internet marketing, Data can be swap over among vendors and purchasers (Weiber & Kollmann, 1988). Besides, businesses can collect data of clients from the reviews and compete through Internet for innovative manufactured goods enlargement and outline, joining, building social communications (Gardner & Roos, 1997).

Moreover, comparing with the outdated marketing, Internet marketing might afford advanced perceptibility and extent a considerable better purchaser archive (Long, 1997). Likewise, Internet marketing might aid businesses to rationalize their business deal treating; besides to decrease those task difficulties, form-filling and business deal charges (Sandilands, 1997). Businesses could develop their profits by developing a different product or service to current purchaser prospects and modify the advertising and trades to some businesses and to develop the elasticity (Kaplan & Norton, 2006).

## **Challenges, opportunities and digital communication**

Digital communication is designated a communicating marketing used once one is up to make out the recipients of the message. Not like the usual marketing wherever is likely access buyers through delivery address, addressability in digital marketing is by cellular phone digit, network browser and email account. These triple categories are most important forms nowadays- but digital marketing is quickly growing (Ryan, 2016, p. 113).

The truth is marketing and digital communication methods are extra fast, multipurpose, efficient and accurate, it is therefore the tools are available; the world is going to rapidly transfer to digital era. To the extent that marketing is related, the opportunities will change for better for the marketers and buyers. Approximately of the current digital marketing sorts are Internet banner ads, E-mail marketing, blogs, MS, MMS, PPC and optimization of search Engine (Wind & Vijay, 2001, p. 96).

Furthermost substantially, digital marketing is extra cheap associated to normal online marketing sources. For example, Facebook and an E-mail might transfer a promoting note to the finale recipient with distances and in a little time associated to a newsprint or TV set. The advantage of ensuring consequences followed and observed. It is also inexpensive as one does not need to perform costly market investigation. Finally, it is rapider to outlook replies and measure marketing in actual period, allowing one to design successfully.

There are many probabilities of market growth, recently, Brazil, Russia, India, and China and Vietnam, Indonesia, South Africa, Turkey, and Argentina, improve their financial with a quick amount, and generate several commercial chances simultaneously. Owing to the large-scale advancement of these developing zones, Alibaba stimulate rapid and easy entrances to these developing marketplaces for the SMEs (Small-Medium Enterprises). Accordingly, this innovativeness possibly will increase to further environmental zones, increase market opportunities.

## **Consumer behavior**

According to Hawkins, Best and Coney, consumer behavior is well-defined as “The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” (2006, p.7). This has become adjacent rapport with marketing plan that strategy is about increasing the prospect and occurrence of customer behavior. Necessities for succeeding in achieving this are to recognize the purchaser and comprehend the consumer's essentials and needs (Rogan, 2007).

### **PEST analysis**

A PEST analysis is a way to analyze the general external environment of an organization (Morden, 2007, p. 94). Consumer behavior is compound and can be defined as an active communication amid affect and cognition, behavior, and environmental events (Blythe, 1997). Owing to the innovative features of the worldwide economy, purchaser significance instant reactions to their wants regarding possessions and facts, call for technology based e-commerce is perhaps capable of meeting purchasers needs and requests faster.

### ***Political factors***

The legal protection of e-commerce transaction safety includes binary rudimentary phases. Initially, e-commerce operation is a product interchange; the safety matter must be sheltered by the political and Commercial Law. Then, e-commerce transaction is a grid economy with Internet as a stage. E-commerce transaction safety is contingent on the security amount of network and computer. (Armstrong & Kotler, 2016).

From an global standpoint, encouraging e-commerce have been deliberated as policy strategies by several states and areas to progress attractiveness of the Government and enhance the distribution of possessions, as a result in chain, an amount of rules and guidelines have been framed to safeguard and endorse the expansion of e-commerce.

### ***Economic factors***

Steady development of global e-commerce setting, the state of *tradable* becomes established gradually. Presently, by its considerable financial influence and its means benefit of e-commerce facilities, advanced nation and areas attempt to uphold their domain's important location in e-commerce rivalries. In unison, emerging states are aggressively discovering in what way to fine the slit of automated commercial facilities with the industrialized nations. But, in the center of the economic crunch there is chance for e-commerce is getting the important component which is the instrument of motivating large financial improvements.

The worldwide financial crunch has not transported influence to the outdated way of global occupation, nonetheless as long as prospect for emerging and improving Global Electric Business. Simultaneously, it also carries numerous encounters, for instance optimization of commercial management model, system business safety, credit of business market.

### ***Social factors***

Today, web consumption custom is progressively shaped, and customers have developed increasingly sensible, profitable, and accessible to online purchasing. For instance the illustrative of the purchaser economy, online purchasing has progressively developed more sensible special for customer. As well as be capable of come across the real requirements purchasing, online purchasing deliveries several information for customers who purchase belongings online purchasing simultaneously, further, it is obtainable in entertaining which cannot be delivered in a range of old magazines.

### ***Technological factors***

The attractiveness of the Internet has blow-out extensively in our recent information era. From a long-standing viewpoint, information technology has altered

commerce and the social order shape, and commercial culture in information era steadily develops experienced and established (Kotler & Keller, 2015). This old background fluctuation accelerates to procedure by the prompt act of the current global economic crunch. However, as the global economic crunch has uncovered numerous drawbacks in industrial civilization densely, it is difficult to avoid the coming of business civilization in the information era. Internet-based e-commerce facilities might be the groundwork of business development.

### **The Digital Divide and Community Technology**

Early in 19th, the term “digital divide” became part of governmental and economic debates, typically regarding funding for broadband (high speed) Internet access and college calculating advantages (Robinson, Dimaggio & Hargittai, 2003). Social scientists tackle questioning the query, who uses the Internet? It became strong Internet access and practice trailed current lines of inequality (Drori & Suk Jang 2003). Particularly was knotted to procedures of discussion, exactly teaching and revenue

Internet appears to additional worsen the unequal distribution of chances to improve Internet abilities. As such, the solution reside in education which played an important part in the occurrence of models of Internet practices, education was revealed to lessening the occurrence of Internet information gathering undertakings. Hence, what we understand with digital belief online is the appearance of whatever might be an innovative method of capitalism.

### **Marketing Mix in the Internet marketing**

Marketing mix is a unique instrument for creating marketing policies. Dissimilar essentials of the marketing mix are usage to improve marketing policies and aims. The marketing mix provides modest setting work to confirm the basics that impact the request for the manufactured goods in the board markets. The fundamentals of the marketing mix are interrelated together. Usually ,the four basics for instance product, place ,promotion and price were deliberated as 4 p's ,then currently the 4 P,s have been protracted to 7 P's by addition three elements, they are people, process and physical evidence. According to Dave Chaffey the marketing mix comprises 8 P's as follows. Product, Promotion, Price, Place, People, Process, Physical evidence, Partnership:

1. Product-element of marketing mix denotes to the features of a product, facility or trademark. Product judgments are decided by market study and examine of customer wants (Chaffey, 20014). Vendors utilise unique inexpensive advantage by needing strong and robust OVP (Online value proposition) this is a plan that utilises exclusive benefits of being online which comprise: “immediacy, interactivity and depth of content, faster, more convenient, and easier. OVP need strengthen main trademark and

obviously condense what clients can acquire from ones online, not somewhere else” (Chaffey & Smith, 2017, pp. 62-64).

2. Price-adaptable denotes to an establishment’s assessing strategy that accustomed defines valuing simulations and fixed values for goods and facilities (Chaffey, 2014, p. 231). Pricing policies have altered a great deal in the Internet period. Dual tactics that usually embraced for pricing on Internet: Small price for launching business to entice clients with price-elasticity and relocated current price for present businesses (Baker, 2016).
3. Place- place part denotes to in what way the manufactured goods is obtained, dispersed and used up. Marketer’s requisite to reflect of multi-channels for delivery to guarantee their goods and facilities effortlessly available to several ideal customers as possible. (Chaffey & Smith, 2017, pp. 69-71)
4. Promotion: This component denotes to in what way marketing communications are accustomed notify clients and new investors regarding a business and its goods (Chaffey, 2014, p. 243).
5. People- this component denotes to by what means organization’s workforce interrelates with clients and other investors over before and after transactions communication. It is likewise significant variables of this component are pleased workforce, content client and cheerful investor.
6. Process: denotes to the means and processes that businesses accustomed to attain entirely marketing utilities for instance customer services, promotion, and sale, product development. The procedure comprises exterior and interior procedure. Effective coped procedure will incur competitive advantages, aid to reduce prices. (Chaffey & Smith, 2017, pp. 85-86)
7. Physical Evidence- this denotes to the palpable presentation of manufactured goods and in what manner it is bought and utilised. In online marketing it denotes to the purchasers’ practice of the business over website features for example, comfort to practise, information obtainability, site presentation (Chaffey 2014, p. 246). Clients require business physical evident to make sure signs round the class of manufactured goods, facility over site scheme and comfort for instance warranties, reimbursement strategies, confidentiality strategies, confidence images, rewards, purchaser tilts, client evaluations.



8. Partnership: As said by Chaffey and Smith (2017), partnership is an innovative P in the mix where getting very widespread. Partnership marketing is a keen cooperation of dualistic or more businesses with the concentrating on developing a long-term marketing or midterm scheme to address of their particular commercial objectives (Kunitzky, 2009). It also may aid to have an improved marketing policy; as it necessitate capable administration.

## Conclusion

Additional elements of the marketing mix are connected together. Whereas increasing online policies there are many substitutes for changing the manufactured goods. Internet-related product choices could be handily distributed over result influencing the principal product and the protracted product. Businesses can present dissimilar products and its types over online and modify the product in line with their perception. The website is offering the whole facts of the product, its structures, extra choices and store position. Extra bids are likewise delivered for customers so as to be able to access and buy their needs online.

E-marketing as such, practices the Internet by way of a stage that permits businesses to adjust to the requirements of clients, decreases deal prices, and permits clients to transfer to non-temporal and non-locational behaviours.

This article is just a literature review, further studies are necessary to understand the complex changes we are experimenting due to the Internet from a marketing perspective.

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